



CHARTER FOR SUSTAINABLE CLEANING

An initiative of Detergents Europe

KPI Performance Report 2026



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SUSTAINABLE CLEANING
AN INITIATIVE OF DETERGENTS EUROPE

About the Charter for Sustainable Cleaning



The Charter for Sustainable Cleaning (“the Charter”) is a voluntary sustainability initiative of Detergents Europe, the voice of the cleaning and hygiene products industry in Europe. It supports the whole sector in delivering continual sustainability improvements as well as a common approach to sustainability practices and reporting.

For over 20 years, the Charter has provided a comprehensive sustainability framework that promotes best practices across the industry covering the whole lifecycle of a product, from the sourcing of raw materials to the recycling of packaging after use.

The Charter includes company sustainability requirements as well as criteria for specific categories of products. These requirements are based on a lifecycle approach and regularly reviewed to reflect the latest scientific knowledge and evolving sustainability priorities.

The Charter is open to manufacturers, distributors and retailers placing or selling detergent or cleaning products on the market in the EU, Iceland, Norway, Switzerland and the UK. It covers company and product standards in the household care industry and the professional cleaning and hygiene products industry.

There are currently **around 170 Charter members**, covering most of the European market.

Participation in the Charter demonstrates a company’s commitment to continuous sustainability improvement through the implementation of the Charter’s sustainability standards, independent third-party verification and transparent annual performance reporting. Through their participation, companies demonstrate this commitment to customers, value chain partners, retailers, public authorities and other stakeholders.

KPI performance reporting

Reporting methodology

The 2026 Charter Key Performance Indicators (KPIs) Report includes the results from 2005 to 2025. KPI data are submitted by Charter Ordinary Members and checked by the external consultancy Deloitte, ensuring both the integrity and the year-on-year comparability of the data. Aggregated results are then provided to Detergents Europe. Companies submit their data for their twelve-month reporting periods during the calendar year.

The data reporting is also subject to an independent verification process conducted by Deloitte on behalf of Detergents Europe. Associate Members not manufacturing but placing products on the market under their own labels, do not report KPI data directly but contribute relevant information to product manufacturers. The commitment of **about 60 Associate Members** confirms the continuing support of retailers and distributors for the industry's drive to improve sustainability.

Data comparability

A steady increase in the reporting base since the launch of the Charter supports the reliability of the KPI data. Nevertheless, direct comparisons between the years, especially the earlier years, should be made with caution. Small companies tend to have product portfolios and manufacturing profiles which differ from those of the multinationals. Increases or decreases in the overall results reflect these differences to a greater extent than any underlying change in performance. Some fundamental differences in performance emerge between the multinationals and the SMEs – however these are not visible in the data because all figures are aggregated.

CHARTER MEMBERSHIP

Ordinary members

Manufacturing companies placing detergents or maintenance products on the market for household or professional use.

Associate members

Retailers, distributors or importers selling detergents or maintenance products.

Contact for membership:
charter@detergentseurope.eu

Tangible & measurable progress

The Charter is distinguished by its independently verified annual reporting. Annual KPIs provide a transparent overview of the collective sustainability progress achieved by participating Charter member companies.

Since it was launched, the results of the Charter’s KPIs have demonstrated tangible and measurable progress in improving the sustainability performance of the cleaning and hygiene products industry.

The KPI results from 2025 confirm that Charter participants maintain strong environmental performance while further improving key indicators related to climate impact, resource efficiency and packaging circularity. The Charter remains at the core of the Detergents Europe sustainability strategy.

Continuous drive towards greater sustainability

The Charter for Sustainable Cleaning continues to deliver meaningful environmental improvements across the value chain. While annual performance shows encouraging progress in the reduction of CO₂ emissions,

packaging circularity and workplace safety, the most compelling achievement is visible in the long-term trends spanning over two decades.

KPI	REPORTING DATA	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
 Participating companies	Number of reporting companies	8	19	33	45	59	65	72	89	93	92	100	100	103	112	102	112	112	114	114	105	106
	Manufacturing sites covered	62	78	108	133	152	162	172	191	185	175	183	178	180	187	184	183	189	193	191	181	170
	Manufacturing sites % vs total from participating companies	81.6%	78.8%	84.4%	88.7%	89.9%	92.6%	94.0%	94.6%	94.9%	94.1%	95.3%	95.2%	94.7%	94.9%	94.6%	97.3%	96.4%	95.1%	95%	96%	95.51%
	Production covered (mt)	7.3	9.3	10.5	11.1	11.1	11.6	12	12.1	11.1	11.2	11.4	11.7	11.7	11.1	11.3	12.8	11.8	11.9	11.6	11.9	10.3mt
	Production % vs total from participating companies	86.2%	86.1%	92.1%	94.7%	95.7%	97.8%	98.8%	95.3%	99.6%	99.7%	99.4%	99.3%	99.5%	99.5%	99.4%	99.0%	98.9%	98.5%	97.3%	98%	98.55%
	Units sold (million)	5800	8200	9300	9700	10200	10300	10600	10600	9700	11300	12000	11700	13400	14800	13200	13200	12500	11800	11600	12027	11.062
	Units CSP check (million)	4100	6800	8600	9200	9800	10000	10400	10500	9600	11200	11900	11600	13300	14600	13000	13100	12300	11600	11500	11868	10.810

Tangible & measurable progress

KPI	REPORTING DATA	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
 Occupational health and safety	Accident frequency rate	0.57	0.55	0.83	0.9	0.98	0.81	0.83	0.79	1.05	0.85	0.69	0.87	1.07	0.89	0.92	0.61	0.68	0.64	0.34	0.31	0.29
 Poorly biodegradable organics ^(1,2)	PBO kg/t	16.2	25.4	24.9	22.1	27.2	23.5	24.1	18.9	19	19.5	18.2	19.9	19	19.6	22.8	18.7	17.5	16.9	17.2	17.7	18.82
	PBO %	1.6	2.5	2.5	2.2	2.7	2.4	2.4	1.9	1.9	1.9	1.8	2	1.9	1.9	2.3	1.9	1.7	1.6	1.7	1.8	1.90%
 Energy consumed ⁽¹⁾	Energy GJ/t	1.34	1.09	1.1	1.05	1.03	0.95	0.91	0.91	0.81	0.79	0.76	0.71	0.7	0.73	0.7	0.63	0.67	0.63	0.6	0.57	0.59
 CO ₂ emitted ⁽¹⁾	CO ₂ kg/t	80.9	66.9	64.6	64.3	60.9	57.3	52	53	55.6	54.3	50	46.4	42.5	39.6	37.5	39.5	41.5	38.7	36.4	23.5	23.2
 Water consumed ⁽¹⁾	Water m ³ /t	1.6	1.44	1.47	1.59	1.49	1.4	1.35	1.44	1.3	1.23	1.23	1.18	1.16	1.22	1.2	1.11	1.24	1.22	1.27	1.24	1.24
 Waste ⁽¹⁾	Waste kg/t	10.2	12.9	11.1	10.8	12.4	11.9	12	12.1	11	12.6	12.4	11.7	12.1	13.5	13.3	15.1	14.9	14.1	16	16.3	18
	Hazardous waste kg/t	3.2	3.9	4.2	4.1	3.7	3.8	3.8	2.8	3	3.9	4.1	4.3	4.2	5.3	5.3	5.4	4.9	4.2	4.5	4.3	4.6
 Packaging used ⁽¹⁾	Packaging kg/t of production	78	92.7	88.6	84.6	91.3	89.9	91.3	89.8	84.3	91.4	92.6	90.3	90.2	93	98.1	94.1	105.6	99.1	107.4	103	105
	kg of packaging per thousand consumer units	98.2	105.1	100	96.8	99.4	101.2	103.4	102.5	96.5	90.6	88	90.3	78.8	70.7	84.1	92.3	99	99.3	106.9	100.1	98
	Plastic packaging ratio % (of all packaging volume)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52.44%	51.6%	48.9%	49.7%	45.2%	48.03%	48.00%
	Recycled plastic packaging ratio %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8.52%	13.5%	19.2%	21.3%	25.2%	27.2%	35.20%
	Recyclable/ reusable/ compostable plastic %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80.69%	80.7%	82%	82.1%	86%	82.2%	89%

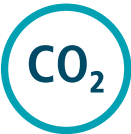
m=million – KU=thousand units – t=per tonne of production.
 1. Data apply to production covered by the CSP Check. 2. As to the Charter KPI reporting, 25% w/w of fragrances are globally considered as PBOs and all non-ionic terephthalate polymers, even if a relatively large portion of those are easily or inherently biodegradable.
 3. New KPI in place since introduction of A.I.S.E. voluntary packaging initiative in 2019. 4. The number of KPIs were reduced in 2020 to align on priorities. 5. Methodological refinements have been applied which may have minor effects on the comparison of aggregated numbers across various years.

Reducing CO₂ emissions

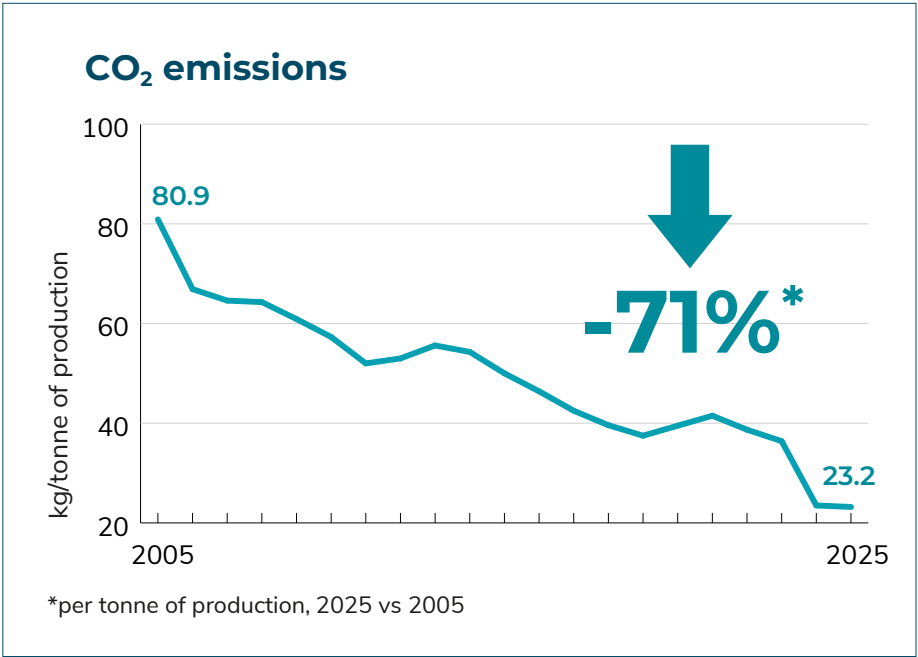
KPI	REPORTING DATA	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
CO₂ CO ₂ emitted ⁽¹⁾	CO ₂ kg/t	80.9	66.9	64.6	64.3	60.9	57.3	52	53	55.6	54.3	50	46.4	42.5	39.6	37.5	39.5	41.5	38.7	36.4	23.5	23.2

m=million – KU=thousand units – t=per tonne of production.
1. Data apply to production covered by the CSP Check.

CO₂ emissions



The most significant achievement is the continued reduction in CO₂ emissions per tonne of production. Since 2005 there has been an overall reduction in emissions of 71%. The match with total energy consumed over the years is not exact because CO₂ emissions are variable depending on the mix of sources used to generate energy.



Reducing CO₂ emissions

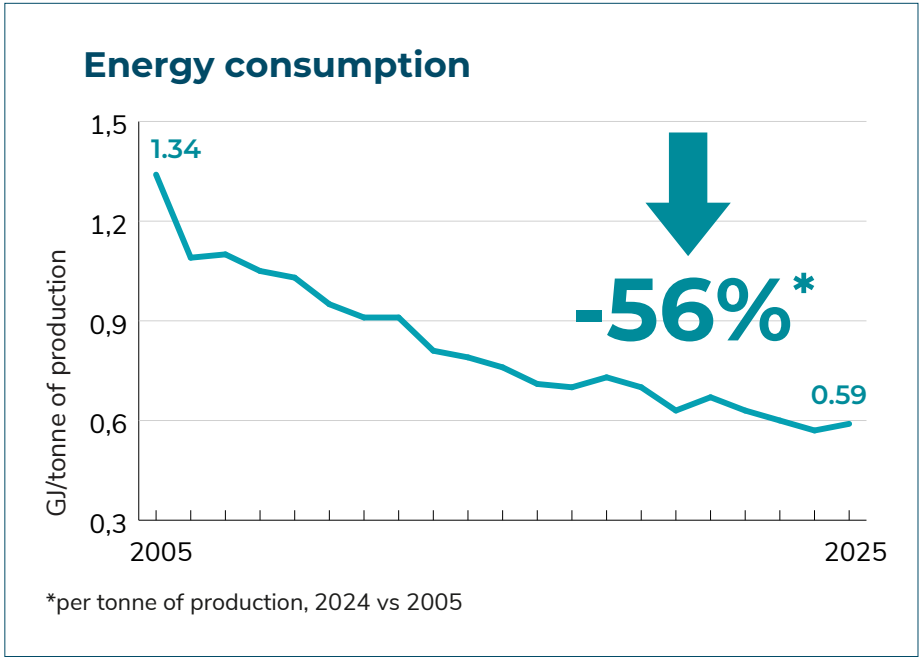
KPI	REPORTING DATA	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
 Energy consumed ⁽¹⁾	Energy GJ/t	1.34	1.09	1.1	1.05	1.03	0.95	0.91	0.91	0.81	0.79	0.76	0.71	0.7	0.73	0.7	0.63	0.67	0.63	0.6	0.57	0.59

m=million – KU=thousand units – t=per tonne of production.
1. Data apply to production covered by the CSP Check.

Energy efficiency



Energy efficiency remained at a strong level, with energy consumption close to the previous year's record-low performance (from 0.57 to 0.59 GJ/t), reflecting the sustained effectiveness of operational efficiency measures implemented by Charter participants.



Circularity & resource efficiency

KPI	REPORTING DATA	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
 Packaging used ⁽¹⁾	Packaging kg/t of production	78	92.7	88.6	84.6	91.3	89.9	91.3	89.8	84.3	91.4	92.6	90.3	90.2	93	98.1	94.1	105.6	99.1	107.4	103	105
	kg of packaging per thousand consumer units	98.2	105.1	100	96.8	99.4	101.2	103.4	102.5	96.5	90.6	88	90.3	78.8	70.7	84.1	92.3	99	99.3	106.9	100.1	98
	Plastic packaging ratio % (of all packaging volume)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	52.44%	51.6%	48.9%	49.7%	45.2%	48.03%	48.00%
	Recycled plastic packaging ratio %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8.52%	13.5%	19.2%	21.3%	25.2%	27.2%	35.20%
	Recyclable/ reusable/ compostable plastic %	-	-	-	-	-	-	-	-	-	-	-	-	-	-	80.69%	80.7%	82%	82.1%	86%	82.2%	89%

m=million – KU=thousand units – t=per tonne of production.
1. Data apply to production covered by the CSP Check.

Packaging



The most significant year-on-year improvement

has been achieved in recycled plastic content in packaging. Since the introduction of new KPIs within the packaging indicators, covering recycled plastic material and the recyclability / reusability /

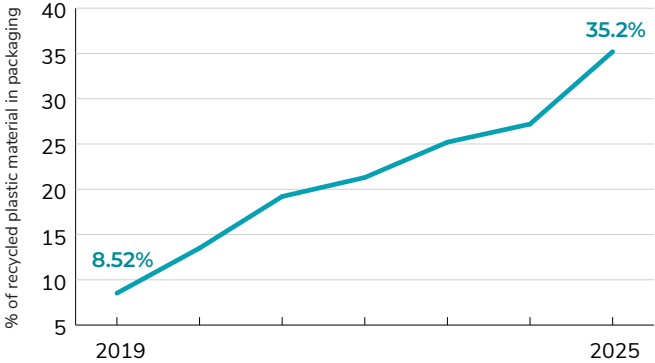
compostability ratio of plastic packaging material, the proportion of recycled plastic used in packaging by Charter member companies has increased from 27.2% in 2024 to 35.2% in 2025.

This represents a substantial step forward in reducing reliance on virgin plastic material and advancing circular economy objectives.

The proportion of recyclable, reusable or compostable plastic packaging also remained high at approximately 89% of total plastic packaging volume.

This continuous commitment of Charter participants to improve the sustainability of the packaging placed on the market continues to grow annually.

Recycled plastic material in packaging



Circularity & resource efficiency

KPI	REPORTING DATA	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
 Water consumed ⁽¹⁾	Water m ³ /t	1.6	1.44	1.47	1.59	1.49	1.4	1.35	1.44	1.3	1.23	1.23	1.18	1.16	1.22	1.2	1.11	1.24	1.22	1.27	1.24	1.24

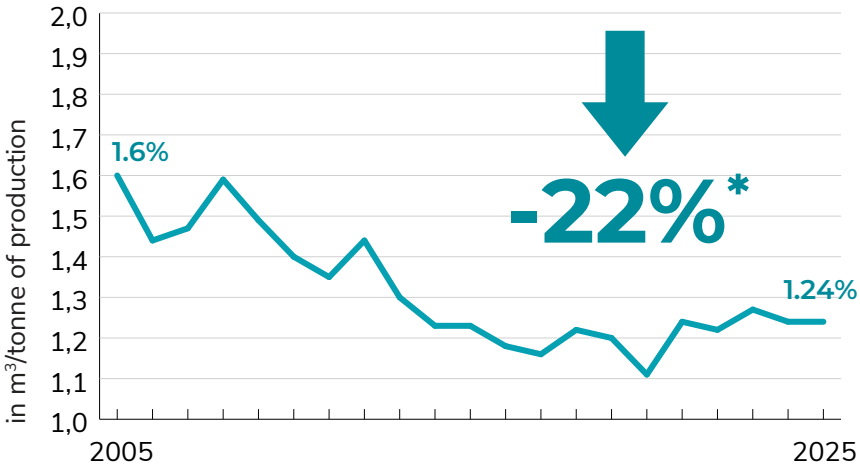
m=million – KU=thousand units – t=per tonne of production.
1. Data apply to production covered by the CSP Check.

Water consumption



In 2025, water consumption remained broadly stable at approximately 1.24 m³/t of production, demonstrating continued control of water resources. Caution should be exercised since water consumption is also a function of the mix of products manufactured. A decreasing trend since 2005 can be seen.

Water consumption (potable and non-potable)



*per m³/tonne of production, 2025 vs 2005

Circularity & resource efficiency

KPI	REPORTING DATA	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
 Waste ⁽¹⁾	Waste kg/t	10.2	12.9	11.1	10.8	12.4	11.9	12	12.1	11	12.6	12.4	11.7	12.1	13.5	13.3	15.1	14.9	14.1	16	16.3	18
	Hazardous waste kg/t	3.2	3.9	4.2	4.1	3.7	3.8	3.8	2.8	3	3.9	4.1	4.3	4.2	5.3	5.3	5.4	4.9	4.2	4.5	4.3	4.6

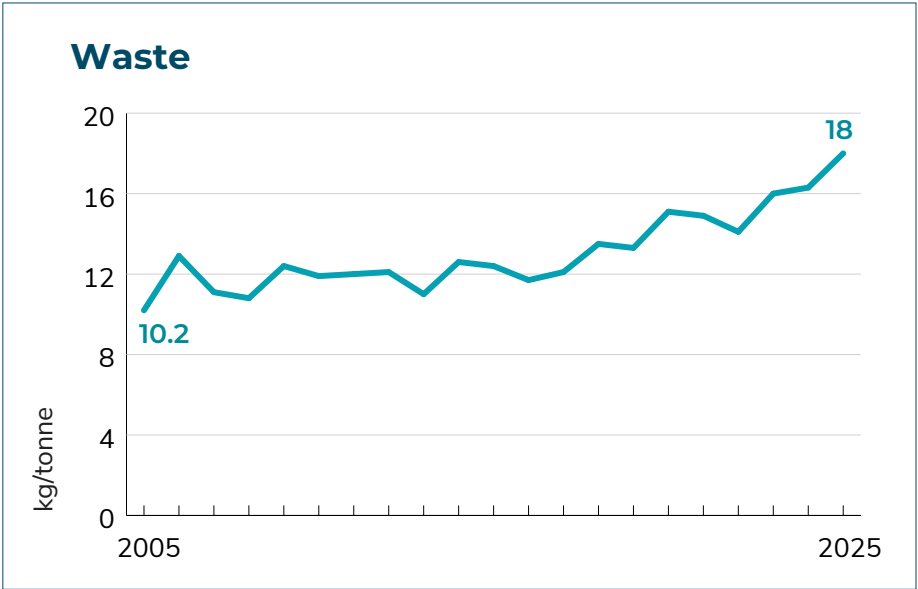
m=million – KU=thousand units – t=per tonne of production.

1. Data apply to production covered by the CSP Check.

Waste and hazardous waste



The total waste generated has slightly increased from 16.3kg to 18kg per tonne of production in 2025, this also includes hazardous waste sent off-site. The figure is sensitive to site closures which can generate a one-off increase in waste because of de-commissioning. Hazardous waste sent off-site slightly increased to 4.6kg per tonne of production (vs 4.3kg in 2024).



Environmental & human safety

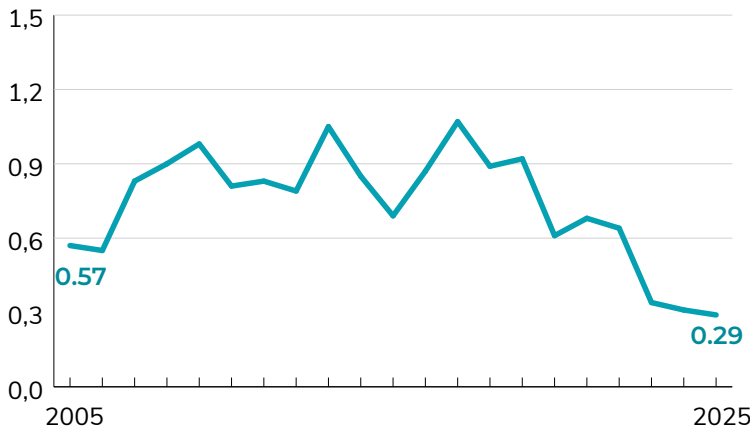
Occupational health & safety



Charter member companies are required to install occupational health and safety (OHS) management systems, which are proportionate to the nature and scale of company activities, products and services. These ensure for instance that significant OHS risks are eliminated or controlled effectively and that procedures and trainings are in place to prevent or mitigate such risks.

Charter participants also continued to improve workplace safety performance, with the accident frequency rate decreasing from 0.31 to 0.29 incidents per 100,000 hours worked compared to the previous year, maintaining the long-term downward trend in occupational health and safety indicators.

Accident frequency rate



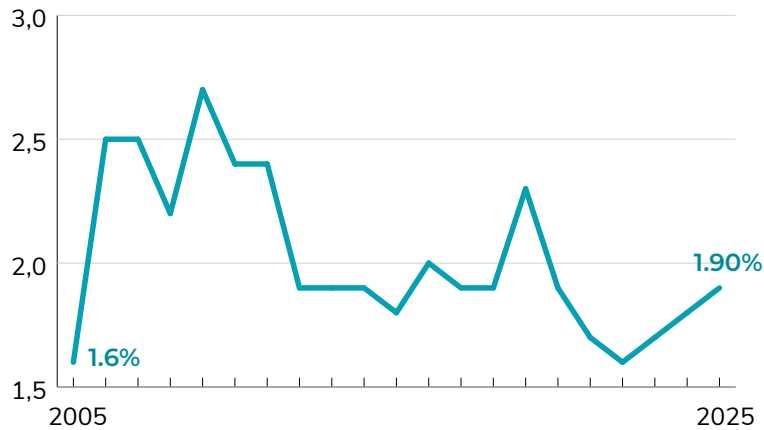
Poorly biodegradable organics



Charter members report their total purchases of chemicals which are known as “poorly bio-degradable organics” (PBO’s). This is calculated as a proportion of total chemicals purchased. The PBOs are specified by Detergents Europe and published as an annex in the guidance for companies on KPI reporting. Compared to recent years, this rate stays stable at around 1.7% and has slightly increased to 1.9% in 2025. All together it means that more than 98% of chemicals used are biodegradable.

In this context, it must be said with regard to the Charter KPI reporting, 25% of all fragrances and all non-ionic terephthalate polymers are globally considered as PBOs, even if a relatively large portion of these is easily or inherently biodegradable.

Poorly biodegradable organics



Independent external verification

Charter member companies are checked regularly by an independent, third-party verifier to ensure that the Charter sustainability procedures are in place. Companies must also report each year on the key performance indicators in this annual report.

Nature and scope of KPI data verification

Deloitte.

Within the framework of the Charter for Sustainable Cleaning, Detergents Europe engaged Deloitte Bedrijfsrevisoren BV to perform an advisory engagement on the KPI data gathering process of twelve reporting Charter member companies. Deloitte Bedrijfsrevisoren reported factual observations and recommendations on the data collection process and controls of the sample of these Charter members to Detergents Europe.

The companies concerned were informed of the observations and recommendations.

Read more about the Charter
www.detergentseurope.eu/charter

About Detergents Europe



Detergents Europe is the voice of the European cleaning and hygiene products industry. Our products and solutions support health, wellbeing and resilience across Europe by ensuring hygiene and cleanliness, enabling effective disinfection, protecting people and materials, and helping create clean, comfortable and welcoming spaces where people can live, work and feel confident every day.

Representing a sector worth almost €50 billion, supporting **around 360,000 jobs** and spanning **over 700 manufacturing sites** across Europe, the association brings together industry expertise to advance innovative and sustainable solutions for a cleaner, healthier and more resilient Europe.
www.detergentseurope.eu.